ABSTRACT OF THE DISCLOSURE

A system automatically discovers and maintains geographic location information for entities and devices making up a computer network. The system preferably includes a computing unit and a geographic location generator, such as a Global Positioning System (GPS) receiver. The computing unit includes a location discovery entity and a message generator. The GPS receiver, which is mounted to and in communication with the computing unit, may be augmented with an inertial navigation unit to facilitate the generation of location information inside of buildings where GPS signals can be difficult to receive. The computing unit further includes a network communications facility so that it can communicate with one or more network devices, such as a network switch. The switch includes a location recording/reporting entity and a location database. Physical coordinates of network entities or devices are obtained by the GPS receiver and/or inertial navigation unit and transmitted to the network switch, and the recording/reporting entity stores the physical coordinates at the location database.